

Fanshawe College

## FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

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Documentation (Approvals etc...)

Business - Marketing

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2019

### **BMK1 BMK2 Curriculum Modification for 2020-21**

Fanshawe College


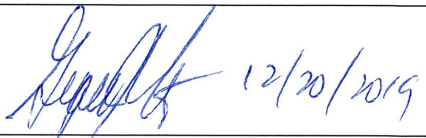
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# CURRICULUM MODIFICATION REQUEST FORM

## COURSE OR PROGRAM CURRICULUM "RATIONALE FOR CHANGE"

### Program Requiring Changes

Program Title: Business Marketing		
Program Number: BMK1 and BMK2		Date Submitted: 11/25/2019
Dean responsible for program: Mary Pierce		Chair: Lisa Schwerzmann
Credential Provided: <input type="checkbox"/> Declaration of Academic Achievement <input type="checkbox"/> Local Certificate <input type="checkbox"/> Ontario College Certificate <input checked="" type="checkbox"/> Diploma <input type="checkbox"/> Advanced Diploma <input type="checkbox"/> Grad Certificate <input type="checkbox"/> Degree <input type="checkbox"/> Apprenticeship		
Program Intakes: <input checked="" type="checkbox"/> F <input checked="" type="checkbox"/> W <input checked="" type="checkbox"/> S   Other: March		Catalogue Year(s) Impacted: 2020-21
Residency Requirement: <input checked="" type="checkbox"/> Met or <input type="checkbox"/> Not Met		Date of Last Program Review: 6/1/2016
<i>I have read the reasons for the change and...</i>		<i>Signature and date</i>
Dean of Faculty (Lead program):	<input checked="" type="checkbox"/> Approve <input type="checkbox"/> Do Not Approve	 Dec 1/19
Dean of Faculty (Affiliate program-impacted by change):	<input type="checkbox"/> Approve <input type="checkbox"/> Do Not Approve	
Dean of Faculty (Affiliate program-impacted by change):	<input type="checkbox"/> Approve <input type="checkbox"/> Do Not Approve	
Senior Vice President Academic (required for major changes and late DAs):	<input type="checkbox"/> Approve <input type="checkbox"/> Do Not Approve	
Director, Centre for Academic Excellence:	<input checked="" type="checkbox"/> Supports <input type="checkbox"/> Does Not Support	 12/20/2019
Office of the Registrar:	<input type="checkbox"/> Supports <input type="checkbox"/> Does Not Support	
Notes:		

*Please answer each of the questions below, if applicable. Missing or incomplete information may delay review of the proposed changes.*

**1.0 Describe proposed change(s). Complete Appendix A (if necessary) and amend SDAR (Refer to Appendix C).**

1. Switch ECON1002 to Level 2 and ECON1005 to the optional Level 3 course. Suggestion made by Course Leader for ECON1002/ECON1005 at internal Team Meetings in Winter 2019 and supported by PAC Group at Summer 2019 meeting.
2. Add one hour to the program capstone course in level 4, MKTG-3032 Strategic Marketing & Marketing Plan, to incorporate the SILEx.
3. To maintain overall program hours, replace MKTG-1093 Sports, Entertainment & Event Marketing (3 hours) with MKTG-1056 Sport & Event Marketing (2 hours)

**2.0 Reason/Rationale for Changes**

2.1 The reason for the change is based on:

- ☐ A recent program review
- ☒ Program Advisory Committee feedback
- ☐ Student feedback
- ☐ KPI results
- ☐ Accreditation or other regulatory requirements
- ☐ Shared curriculum
- ☐ Trends in the field/industry
- ☒ Other (please describe): Suggestion made by Course Leader for ECON1002/ECON1005 at internal Team Meetings in Winter 2019 and supported by PAC Group at Summer 2019 meeting. Further satisfies the need to add the SILEx for students in Level 4 of the BMK program.

2.2 Does the change support the College's Strategic Framework (mission, vision, values)?

- ☒ Yes
- ☐ No (If no, please explain)

2.3 What strategic goal(s) does the proposed change support?

- ☒ Goal 1 – Enhance innovative practices for exceptional student learning
- ☐ Goal 2 – Manage enrolment growth
- ☐ Goal 3 – Optimize use of resources
- ☐ Goal 4 – Build sustainable sources of alternative revenue

### 3.0 Students

3.1 Will the change affect the cost of the program for students?

☐ Yes

☒ No

3.2 If yes, there will be an additional cost for:

☐ Materials (Include details):

☐ Equipment (Include details):

☐ Other (Please describe):

### 4.0 Program Learning Outcomes

4.1 Will the proposed change meet the Program Vocational Learning Outcomes? (Complete Appendix B and mark the changes in the mapping [e.g. red font])

☒ Yes

☐ No

4.2 Are there any implications related to progression because of pre-requisite courses (and/or co-requisite courses)?

☒ No

☐ Yes (If yes, please explain)

### 5.0 Relationships with Other Programs

5.1 Are any of the courses impacted by the change provided by another School (e.g., SLLS, LKSB) and/or delivered at another campus?

☒ No

☐ Yes

5.2 What Schools/Campuses will be impacted by the proposed change?

☒ Lawrence Kinlin School of Business

☐ School of Information Technology

☐ School of Contemporary Media

☐ School of Design

☐ School Digital and Performing Arts

☐ School of Tourism, Hospitality and Culinary Arts

☐ School of Community Studies

☐ School of Health Sciences

☐ School of Nursing

☐ School of Public Safety



- ☐ Donald J. Smith School of Building Technology
- ☐ Norton Wolf School of Aviation Technology
- ☐ School of Applied Sciences and Technology
- ☐ School of Transportation Technology and Apprenticeship
- ☐ School of Language and Liberal Studies
- ☐ English Language Institute
- ☐ London South Campus
- ☐ Simcoe/Norfolk Regional Campus
- ☐ St Thomas/Elgin Regional Campus
- ☐ Woodstock/Oxford Regional Campus
- ☐ Huron/Bruce Regional Sites

5.3 Will the change affect pathway agreements (e.g., bridging, articulations, laddering, advanced standing) with other Fanshawe program(s) and/or other institution(s)?  
(Refer to the pathway agreements listed here: <http://transferagreements.fanshawec.ca/>)

- ☒ No
- ☐ Yes (If yes, indicate when you will notify the other Fanshawe program(s) and/or other institution(s) and the Pathways Coordinator in the Centre for Academic Excellence of the change)

5.4 If this program is a Co-Operative Education program, will the proposed change impact Co-op?

- ☒ No
- ☐ Yes (If yes, consult with the Co-op office prior to submission)

## 6.0 Resource Implications of Proposed Changes

6.1 Will the proposed change have staffing implications?

- ☒ No
- ☐ Yes (If yes, please explain)

6.2 Will the proposed change impact any of the Enabling areas?

- ☒ No
- ☐ Yes (If yes, please explain)

6.3 Will the proposed change affect space and/or technology requirements?

- ☒ No
- ☐ Yes (If yes, please explain)

## 7.0 General College Requirements

7.1 Are changes consistent with Colleges policies?

- ☒ Yes  
☐ No (If no, please explain)

7.2 Will the program meet the General Education requirements (Policy A126) as listed below?

- ☒ No  
☐ Yes

<b>Local Certificate, Ontario College Certificate and Graduate Certificate</b> - none required)	<b>Diploma</b> - 3 required (minimum of 1 must be an elective)	<b>Advanced Diploma</b> - 4 required (minimum of 2 must be electives)
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7.3 Will the program have 25% distinct curriculum to meet the Residency Requirement of 25% credit units? Consider all pathway agreements (e.g., bridging, internal articulations, laddering, advanced standing) with other Fanshawe programs and/or other institutions.

- ☐ No  
☒ Yes

**Note:** In accordance with POLICY NUMBER: A122 Graduation from Approved College Programs

...to be eligible for any College Credential a student must be enrolled and complete at least 25% of that program's credit units at Fanshawe College, unless stipulated differently by other approving bodies such as the Postsecondary Education Quality Assessment Board (PEQAB).

7.4 Indicate:

- i) Total program hours before proposed change: \_\_\_\_1125\_\_\_\_  
 ii) Total program hours after proposed change: \_\_\_\_1125\_\_\_\_  
 iii) Level(s) in which the proposed change(s) occurs: \_\_\_\_Level 2, Level 3 and Level 4

7.4.1 Are the total program hours consistent with the requirements as listed below?

- ☒ Yes  
☐ No (If no, please explain)

<b>Local Certificate</b> - 300 hours	<b>Ontario College Certificate</b> - 600 hours
<b>Diploma</b> - 1200 to 1400 hours	<b>Advanced Diploma</b> - 1800 to 2100 hours
<b>Graduate Certificate</b> - 600 hours	<b>DOAA</b> - less than 200 hours

## Degree Audit Report

Catalog: 2020/2021

**Program:** BMK1

**Name:** Business - Marketing

**Department:** BUS - Kinlin School of Business

**Academic Level:** PS

**CCD:** 8 - 4AcadSem/1200-1400hrs

**Credential:** Ontario College Diploma

**Grade Scheme:** LG2

**Major:** BMK1 - Business - Marketing

**Div:** BUS - Business and Management

**Co-Op Indicator:** N/A

### Academic Program Requirement

**Total Credits:** 75.00

**Residency Reqmt:** 19.00

**GPA Requirement:** 2.00

**Residency Reqmt GPA:** 2.00

**Minimum Grade:** D

### Academic Requirement: BMK1.20 Business - Marketing

**Major:** BMK1

**Grade Scheme:** LG2

**Minimum GPA:** 2.00

**Minimum Grade:**

### Subrequirement: Level 1

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
ACCT-1100	Principles of Accounting 1	45.00	3.00	
WRIT-1032	Reason & Writing Business 1	45.00	3.00	
MKTG-1012	Principles of Marketing 1	45.00	3.00	
MATH-1052	Business Math	45.00	3.00	
BUSI-1060	Strategies for Success	15.00	1.00	
BUSI-1005	Introduction to Business Processes	45.00	3.00	**

### Subrequirement: Level 2

Gen Ed - Take a 3 credit General Education elective course Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
MKTG-1028	Secondary Market Research	45.00	3.00	
MKTG-1054	Principles of Advertising & Branding	45.00	3.00	
MKTG-1094	Marketing Presentations	45.00	3.00	
COMP-3077	Excel for Business Adv	45.00	3.00	
<del>EGON-1005</del>	<del>Economics 2</del> <i>Economics 1</i>	<del>45.00</del>	<del>3.00</del>	<del>**</del>
<i>ECON-1001</i>		<i>45.00</i>	<i>3.00</i>	

### Subrequirement: Level 3

Take all of the following Mandatory Courses:

Group 1

## Degree Audit Report

		Total Hours	Total Credits	GE
COMM-3020	Professional Communication	45.00	3.00	
MKTG-3033	Advertising: Emerging & Traditional	60.00	4.00	
MKTG-3007	Selling Fundamentals	60.00	4.00	
MKTG-1055	Marketing Metrics	45.00	3.00	
COMP-1413	Adobe Suite for Business	45.00	3.00	

Group 2

Take MGMT-1209 or INNV-1001 or ECON-1002 Students will be enrolled in one of the following courses: MGMT-1209 or INNV-1001

		Total Hours	Total Credits	GE
MGMT-1209	Corporate Social Responsibility & Ethics	45.00	3.00	
INNV-1001	Innovation Applications	45.00	3.00	
ECON-1002	Economics 1 <i>Economics 2</i>	45.00	3.00	**
	<i>ECON-1005</i>	<i>45.00</i>	<i>3.00</i>	

### Subrequirement: Level 4

Gen Ed - Take a 3 credit General Education elective course Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
<i>3042</i>	MKTG-1095	45.00	3.00	
<i>MKTG-3032</i>	MKTG-3032	45.00	<del>3.00</del> 4.00	
<i>(new course number)</i>	MATH-1080	45.00	3.00	
<i>MKTG-1055</i>	MGMT-3041	45.00	3.00	**
	<del>MKTG-1095</del>	45.00	<del>3.00</del> 2.00	
	MGMT-3058	45.00	3.00	

### Subrequirement: Gen Ed - Electives

Take 6 General Education Credits - Normally taken in Levels 2 and 4

### Subrequirement: Program Residency

Students Must Complete a Minimum of 19 credits in this program at Fanshawe College to meet the Program Residency requirement and graduate from this program

Approved By Chair/Manager:

Approved by Dean:

General Education Approved By(as appropriate):

Department and Date:

Date:

Date:

*November 6, 2019* *Dec 3, 2019*  
*UKSB*

*Dec 17/19*

*[Signature]*



## Degree Audit Report

Catalog: 2020/2021

**Program:** BMK2

**Name:** Business - Marketing (Co-op)

**Department:** BUS - Kinlin School of Business

**Academic Level:** PS

**CCD:** 8 - 4AcadSem/1200-1400hrs

**Credential:** Ontario College Diploma

**Grade Scheme:** LG2

**Major:** BMK1 - Business - Marketing

**Div:** BUS - Business and Management

**Co-Op Indicator:** Mandatory Co-op

### Academic Program Requirement

**Total Credits:** 76.00

**Residency Reqmt:** 19.00

**GPA Requirement:** 2.00

**Residency Reqmt GPA:** 2.00

**Minimum Grade:** D

### Academic Requirement: BMK2.20 Business - Marketing

**Major:** BMK1

**Grade Scheme:** LG2

**Minimum GPA:** 2.00

**Minimum Grade:**

### Subrequirement: Level 1

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
ACCT-1100	Principles of Accounting 1	45.00	3.00	
WRIT-1032	Reason & Writing Business 1	45.00	3.00	
MKTG-1012	Principles of Marketing 1	45.00	3.00	
MATH-1052	Business Math	45.00	3.00	
BUSI-1060	Strategies for Success	15.00	1.00	
BUSI-1005	Introduction to Business Processes	45.00	3.00	**
COOP-1020	Co-operative Education Employment Prep	6.00	1.00	

### Subrequirement: Level 2

Gen Ed - Take a 3 credit General Education elective course Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
MKTG-1028	Secondary Market Research	45.00	3.00	
MKTG-1054	Principles of Advertising & Branding	45.00	3.00	
MKTG-1094	Marketing Presentations	45.00	3.00	
COMP-3077	Excel for Business Adv	45.00	3.00	
<del>ECON-1005</del>	<del>Economics 2</del> <i>Economics 1</i>	<del>45.00</del>	<del>3.00</del>	<del>**</del>
		<i>45.0</i>	<i>3.0</i>	

### Subrequirement: Level 3

Take all of the following Mandatory Courses:

Group 1

## Degree Audit Report

		Total Hours	Total Credits	GE
COMM-3020	Professional Communication	45.00	3.00	
MKTG-3033	Advertising: Emerging & Traditional	60.00	4.00	
MKTG-3007	Selling Fundamentals	60.00	4.00	
MKTG-1055	Marketing Metrics	45.00	3.00	
COMP-1413	Adobe Suite for Business	45.00	3.00	

### Group 2

Take MGMT-1209 or INNV-1001 or ECON-1002 Students will be enrolled in one of the following courses: MGMT-1209 or INNV-1001

		Total Hours	Total Credits	GE
MGMT-1209	Corporate Social Responsibility & Ethics	45.00	3.00	
INNV-1001	Innovation Applications	45.00	3.00	
ECON-1002	Economics 1	45.00	3.00	**
	Economics 2	45.00	3.00	**

### Subrequirement: Level 4

Gen Ed - Take a 3 credit General Education elective course Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
MKTG-1095	Digital Marketing	45.00	3.00	
MKTG-3032	Strategic Marketing & Marketing Plan	45.00	3.00	4.00
MATH-1080	Statistics for Marketing	45.00	3.00	
MGMT-3041	Organizational Behaviour	45.00	3.00	**
MKTG-1093	Sports, Entertainment & Event Marketing	45.00	3.00	2.00
MGMT-3058	Retail Management & e-Commerce	45.00	3.00	

### Subrequirement: Gen Ed - Electives

Take 6 General Education Credits - Normally taken in Levels 2 and 4

### Subrequirement: Program Residency

Students Must Complete a Minimum of 19 credits in this program at Fanshawe College to meet the Program Residency requirement and graduate from this program

Approved By Chair/Manager:

Approved by Dean:

General Education Approved By(as appropriate):

Department and Date:

Date:

Date:

Dec 3, 2019  
UKSB

BY

**APPENDIX A: PROPOSED CURRICULUM MODIFICATION**

Course Code	Existing DA Courses	Total Hours	Total Credits	Describe proposed changes	Course Code	Proposed DA Courses	Total Hours	Total Credits
Level 1								
ACCT1100	Principles of Accounting I	45	3		ACCT1100	Principles of Accounting I	45	3
BUSI1060	Strategies for Success	15	1		BUSI1060	Strategies for Success	15	1
WRIT1032	Reason & Writing	45	3		WRIT1032	Reason & Writing	45	3
MKTG1012	Principles of Marketing I	45	3		MKTG1012	Principles of Marketing I	45	3
MATH1052	Business Math	45	3		MATH1052	Business Math	45	3
BUSI1005	Intro to Business Process	45	3		BUSI1005	Intro to Business Process	45	3
TOTAL		240	16	TOTAL			240	16
Level 2								
ECON1005	Economics 2	45	3	Switch ECON1005 and ECON1002	ECON1002	Economics 1	45	3
MKTG1028	Secondary Market Research	45	3		MKTG1028	Secondary Market Research	45	3
MKTG1054	Advertising & Branding	45	3		MKTG1054	Advertising & Branding	45	3
MKTG1094	Marketing Presentations	45	3		MKTG1094	Marketing Presentations	45	3
COMP3077	Excel fo Business	45	3		COMP3077	Excel fo Business	45	3
GEN-ED	General Education Elective	45	3		GEN-ED	General Education Elective	45	3
TOTAL		270	18	TOTAL			270	18
Level 3								
COMM3020	Professional Communication	45	3		COMM3020	Professional Communication	45	3
MKTG3033	Advertising Mediums	60	4		MKTG3033	Advertising Mediums	60	4
MKTG3007	Selling Fundamentals	60	4		MKTG3007	Selling Fundamentals	60	4
MKTG1055	Marketing Metrics	45	3		MKTG1055	Marketing Metrics	45	3
COMP1413	Adobe Suite for Business	45	3		COMP1413	Adobe Suite for Business	45	3
ECON1002	Economics 1 OR	45	3	Switch ECON1005 and ECON1002	ECON1005	Economics 2	45	3
MGMT1209	Corp Social Responsibility & Ethics OR				MGMT1209	Corp Social Responsibility & Ethics OR		
INNV1001	Innovation				INNV1001	Innovation		
TOTAL		300	20	TOTAL			300	20
Level 4								
MKTG1095	Digital Marketing	45	3		MKTG1095	Digital Marketing	45	3
MKTG3032	Strategic Marketing	45	3	Add 1 hour to MKTG3032 to enable SILEx	MKTG3042	Strategic Marketing & Marketing Plan	60	4
MATH1080	Statistics	45	3		MATH1080	Statistics	45	3
MGMT3041	Organizational Behaviour	45	3		MGMT3041	Organizational Behaviour	45	3
MKTG1093	Sports & Event Marketing	45	3	Remove 1 hour from MKTG1093	MKTG1056	Sports & Event Marketing	30	2
MGMT3058	Retail Management	45	3		MGMT3058	Retail Management	45	3
GEN-ED	General Education Elective	45	3		GEN-ED	General Education Elective	45	3
TOTAL		315	21	TOTAL			315	21

**PROGRAM TOTAL** 1125 75

**PROGRAM TOTAL** 1125 75



# COMMS - Vocational Learning Outcomes by Program, Level and Course

Program Name: Business - Marketing  
 Program Code: BMK1 and BMK2  
 Academic Year: 2019-2020  
 Date Generated: 11/6/2019 10:11:16 AM

Level 1																
Course Number	Course Name	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
ACCT-1100	Principles of Accounting 1					I										
BUSI-1005	Intro to Business Processes						I	I					I	I		
BUSI-1060	Strategies for Success							I				C				I
MATH-1052	Business Math		I	I		IB	I		I							
MKTG-1012	Principles of Marketing 1	I	I	I	I		I		I		I			I		
WRIT-1032	Reason & Writing-Business 1															
Level 2																
Course Number	Course Name	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
COMP-3077	Excel for Business-Adv					I	I									IBC
ECON-1005- <del>ECON-1002</del>	<del>Economics-2</del> <b>Economics 1</b>		<del>I</del> <b>IB</b>	<del>I</del>		<del>IB</del> <b>IB</b>			<del>IB</del> <b>IB</b>	<del>I</del>				<del>I</del>		
MKTG-1028	Secondary Market Research	C			C		C		C		C	C				C
MKTG-1054	Advertising & Branding	B		B	B		B		B	I	I					
MKTG-1094	Marketing Presentations						B	B	IC			B				IC
Level 3																
Course Number	Course Name	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
MGMT-1209	Social Responsibility & Ethics							B	B		I	B		C		B
COMM-3020	Professional Communication															
COMP-1413	Adobe Suite for Business	I					I	IBC	IBC		I	I	I	I		IBC
ECON-1002 <del>ECON-1005</del>	<del>Economics-1</del> <b>Economics 2</b>		<del>IB</del> <b>I</b>	<del>I</del>		<del>IB</del> <b>IB</b>			<del>IB</del> <b>IB</b>	<del>I</del>				<del>I</del>		
INNV-1001	Innovation Applications				B			B				B				
MKTG-1055	Marketing Metrics		B			B					B		I			
MKTG-3007	Selling Fundamentals		B					C	B			B		B	C	
MKTG-3033	Advertising-Emerging/Tradition	C					C		C		B					B
Level 4																
Course Number	Course Name	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
MATH-1080	Statistics for Marketing	I				I	I		B		B					B
MGMT-3041	Organizational Behaviour							C								
MGMT-3058	Retail Mgmt & e-Commerce		BC	BC	BC	BC	BC		BC	BC	BC	BC	BC	BC		
<del>MKTG-1093</del> (remove 1 hour) MKTG-1056	<del>Sports &amp; Event Marketing</del>	I		I	I	I	I	I	I	I	I	I	I	I	I	I
MKTG-1095	Digital Marketing	B				B	B		B	B	C					C
<del>MKTG-3032</del> (Add 1 hour) MKTG-3042	<del>Strategic Marketing &amp; Plan</del>	C	C	C	C	C	C		C		B	B				

## Vocational Learning Outcomes

1	contribute to the development of an integrated marketing communication strategy for marketing products, concepts, goods, or services based on an identified target market.
2	contribute to the development of pricing strategies which take into account perceived value, competitive pressures, corporate objectives, and cost analysis.
3	contribute to the development of strategies for the efficient and effective distribution of products, concepts, goods, and services.
4	determine strategies for developing new and modified products, concepts, goods, and services that respond to evolving market needs.
5	analyze results of marketing activities using criteria related to budgeted sales, costs, profits, and other appropriate criteria.
6	contribute to the development of a marketing plan including marketing objectives, marketing mix, marketing strategies, budgetary considerations, and evaluation criteria.
7	develop strategies to establish effective working relationships with clients, customers, consumers, co-workers, supervisors, and others.
8	communicate marketing information persuasively and accurately in oral, written, and graphic formats.
9	analyze the viability of marketing products, concepts, goods, or services in an international market or markets.
10	participate in conducting market research to provide information needed to make marketing decisions.
11	develop personal professional development strategies and plans to enhance leadership, management skills, and marketing expertise.
12	participate in the development of a business plan.
13	apply the principles of business ethics and corporate social responsibility.
14	use professional sales techniques to make a sale.
15	adapt to and apply various and changing technologies, systems, and computer applications used in marketing environments

Legend

I	Introductory
B	Building
C	Culminating



Marketing PAC  
May 27, 2019  
5:30-8:00  
B2025

Scott Hubert  
Rhonda Payne  
Mary Pierce  
Rick Lambert  
Michael Ketelaars  
Amanda Tagdell  
Scott Maloley  
Anne-Marie Moore  
Daymon Boswell  
Minette Klazinga  
Bryan Bota  
Catherine Henry  
Josh Fenton  
Jeff Forbes

#### Ministry Learning Outcomes

- Conclusion – we are compliant with new learning outcomes; Fanshawe stays ahead of the curve with respect to currency; LO mapping illustrates the rigour of our program when you see reinforcement through culminating

#### Program Delivery

- BMK - Like to say we are open 24/7 – we offer every course in every term (except level 4 in summer); new Digital Marketing course good to expose students and generate interest in Graduate programs. Course line-up change by making Microeconomics the mandatory course and Macroeconomics the optional level 3 course was discussed and supported.
- BAM – reducing to 6 courses in level 5; more realistic for current students who are working many more hours than students did a few years ago. Move Research course to Level 5 so students have those skills before Level 6 was supported. Consultancy and Employer Rounds expanded to include more students and run in final semester when students are more job ready was supported. Add a course on Product Channel Management and Project Management as well as add content to courses on Artificial Intelligence and Analytics was recommended and supported. BAM students need more writing skill development within course line-up.
- In levels 5 and 6 the students are treated more like practitioners with those expectations applied; the client project is an opportunity to work as a practitioner, develop time management skills;
- MKM – program is in a good place with the current course line-up; readying students for creative and critical thinking; more general rubrics help with this. Removal of COMMS course was discussed and supported; adding a Project Management course was also supported. Continuing need to update courses and make current on a more regular basis. Add content to courses on Artificial Intelligence and Analytics was recommended and supported.

#### Co-op/Mentorship/Experiential Learning - SILEx

- Emphasis on experiential learning with cross-program projects, community consultancy; looking to build out longer relationships with community organizations e.g. Salvation Army potential for three-year relationship
- INNV – new course aligns with new Innovation Village being built
- Employer Rounds – train students like doctors are trained – out in the field observing and taking notes; teaching round – 4 weeks in class, employer round – out with client, table rounds - then meet with faculty for 20 minutes; very successful – students placed in jobs before project over; no rubrics
- Team teaching approach to above; students had their signature learning experience – learning and thinking quite differently from regular classroom environment
- Flip classes so the test is front loaded – two weeks to do a project and then spend rest of term learning from mistakes you made, final exam is a re-do of that project

#### Student Experience

- Is there a minimum requirement to participate? Hours or # of events?
- Critical thinking and communication skills are more important than a report card
- Recognize students with a badge/star for participating in extracurricular experiences
- Have industry professionals who students view as future employers tell them the importance of doing the extras

#### Faculty

- Healthy team; well positioned right now to take on new ideas

#### Enrollment

- Fanshawe is 2<sup>nd</sup> in Canada in online enrolments; this growth is driving domestic numbers
- International student body is very diverse in terms of country representation

#### Student Feedback Surveys & KPI

- Perform well on all metrics

#### Program Goals

#### Latest Program Review and PAC Recommendations

#### Part-time Studies

- Broadening flexible learning opportunities, more online offerings, mature learner strategy
- Launching business essentials – a subset of our more popular programs, would like to do this for marketing
- Consider linking the essentials to professional credentials
- Partner with companies
- Is there a course on the legal side of digital marketing?

#### New Program Development in LKSB

- CRM grad certificate – job market is strong, jobs pay well
- Sport & Event Marketing launching F20

- Always looking to be at the front of developments – AI, CRM, analytics,
- E-tailing readiness – this could be an entire program;

Is there anything else for people to add?

B2B – students are far more familiar with consumer side

Data analytics and metrics – helping students understand that this is about conversion; understand what metrics are telling you, ability to analyze

UX and product marketing – not available in London

### **Summary of Recommendations**

- Students need more exposure to and understanding of the realities of working in marketing – job shadowing
- Require a minimum commitment to extracurricular activities; provide recognition for participation; have industry professionals promote the importance of extracurriculars
- Consider more innovative approaches to classes – deliver multiple short courses in place of 6 full term courses
- Flip heavy end of term assessments to start of course and then dissect project for remainder of term and resubmit for final mark
- Explore linking the new essentials micro-credential to a professional credential
- Explore Legal compliance and regulatory considerations in marketing, especially digital (AODA, GPR) - good fit with part-time when targeting experienced professionals
- Explore adding AI and Analytics more into courses.
- E-commerce has enormous potential-consider marrying marketing, supply chain, business analysis and other programs.
- Continue to investigate course/program developments for Sports Marketing, CRM, e-tailing.
- Project management and product channel courses would be valuable for BAM/MKM students.
- Written communication skills including etiquette within courses in BAM Program especially.